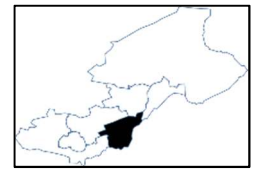


PLAN 4 KIRKCALDY AREA
Local Community Plan 2019 - 2022



Plan 4 Kirkcaldy Area 2019-2022



Our Vision

We want the Kirkcaldy area to be a place where communities support each other and feel enabled to bring about change. We want partnerships to flourish, with benefits for the whole area, particularly those residents who experience the greatest inequality and effects of poverty. We want to promote and raise awareness of the strengths of communities across the Kirkcaldy area including the facilities, services and community activities. The Kirkcaldy area also has a rich heritage and historic roots which have the potential to attract visitors and enhance the area as a thriving place to live, work and visit.

What puts us on the map?

- The Kirkcaldy area which stretches from Dysart to Burntisland and includes Kirkcaldy, Kinghorn, and Auchtertool, is served by Fife Council's Kirkcaldy Area Committee. It is home to many desirable natural assets, including a beautiful coastline, well-maintained parks, coastal walks and historic attractions. Known worldwide as the birthplace of Adam Smith, the area has a rich cultural and manufacturing heritage, while impressive theatre, gallery and museum facilities offer a range of events and attractions.

What existing assets and opportunities could be built upon?

- The area has some impressive facilities and exhibition space, including libraries, galleries and theatres, and there is the potential to promote these more widely to tourists while also increasing local awareness.
- Kirkcaldy town centre has the highest number of town centre independent retailers in Scotland. Efforts to strengthen and complement this through the development of cultural activities, other retail and town centre activity such as leisure and living will help to breathe new life into the town centre and make it a more attractive destination.
- The Kirkcaldy area has significant tourism potential, which could be maximised by building on some of the area's unique features and resources including the Birthplace of Adam Smith and Kirkcaldy area's coastline which forms a key element of Fife's 117 mile coastal path.

What major future challenges do we need to address?

- Poverty and inequality remain a pressing challenge, with concern around the continuing impact of Welfare Reform. In particular, the implications of food and fuel poverty and insecurity, on households.
- The increase in the number of people needing support with debilitating mental health and the apparent links to poverty and social isolation.
- Creating a culture where consistent and high quality opportunities stimulate active participation in decision making processes which impact local neighbourhoods and communities.
- A significant new housing development in Kirkcaldy East - Kingdom Park may present challenges for the provision of health care facilities.
- The changing nature of training and employment will present a challenge in ensuring that no resident or group is left behind, particularly with the advancement of new technology.
- Children and young people are not all thriving as well as they could be, with 1 in 5 living in poverty.
- There is a need to increase opportunities for people to develop their employability skills, knowledge and confidence, matching what employers need now and in the future.

What would we be proudest to achieve in years to come?

Communities where:

- everyone is engaged and no-one is left out or isolated;
- there is a greater sense of young and old looking out for and supporting one another through planned community activity and spontaneous acts of kindness;
- local residents increasingly have a better sense of wellbeing which includes physical, mental, and spiritual wellbeing, as well as feeling safe and a sense of belonging.
- people across the Kirkcaldy area have opportunity and are supported to play their part in strengthening their community through volunteering opportunities both formal and informal;
- local residents appreciate and make best use of the fantastic facilities on their doorstep, with linked events and performances helping to raise awareness and draw people in, supporting social connections to reduce feelings of social isolation or exclusion.

What do we want our children's future to look and feel like?

- That all organisations and agencies work together to tackle poverty, putting in place mechanisms to enable long-term change. The aspirations of children and young people should not be limited by where they live or economic circumstance. Access to greater opportunity for those disadvantaged should result in more confident, articulate and independent young people.
- Young people are encouraged and assisted in pursuing their own path, whether into employment, further learning or training, with the recognition that a 'one-size-fits all' approach does not work.
- That children and young people should have the opportunity to make their voices heard and contribute to their area. Opportunities for engagement include social media, the re-establishment of the Young People's Forum, and the promotion of groups which bring young and old together.

What do we want visitors returning to the area in the future to say?

- That the Kirkcaldy area has much to offer, with friendly residents, a welcoming vibrant atmosphere, and has all the ingredients for a great day out. That a distinctive and vibrant town centre is accessible and attractive, and that cultural and leisure venues are well advertised and are attractive and engaging. That the area's natural heritage offers something for all ages, from coastal paths to sandy beaches and a redeveloped waterfront. That the historic buildings are well cared for and give a real sense of history showcasing the diverse story of the Kirkcaldy area.

How will we help people to feel emotionally connected to the plan?

- Local communities will be involved in the development of the plan, with ongoing conversations offering opportunities to refine and develop this. Best practice community engagement will place great emphasis on building trust and positive relationships, listening to what the community are saying and allowing them to shape the future.
- True and honest conversations with local communities need to lead to evidence that all partners are equal and take account of each other's views. All partners need to regularly be updated and involved in developing local conversations and the journey of improvement. Efforts need to be made to avoid raising unrealistic expectations whilst being ambitious for the areas future.

How are the community involved in this plan?

- A robust plan for involving a cross-section of community members will be put in place. Every effort will be made to remove barriers which prevent participation in order to demonstrate genuine opportunity for all to witness the impact of their involvement.
- Taking the plan to the community, and encouraging participation from a wide range of local people, is of great importance. An important component of this is for any engagement to be user-friendly, in both language and approach.

How the Plan 4 Kirkcaldy relates to the Plan 4 Fife



Opportunities for All

- The area is fortunate to have a number of assets and facilities that provide community activities, we must work collectively to ensure these are accessible, affordable or of a suitable standard that would encourage greater use.
- **Significant investment** is needed to ensure the facilities throughout the area offer young people and others a safe and sociable setting, reducing **social isolation**, and improving **mental and physical health** by providing positive and worthwhile activities.
- Community planning partners, **pooling together** their **resources**, could overcome funding limitations that restrict the viability and continued functioning of many individual projects and programmes.
- In order to tackle **poverty, welfare reform, low paid work** and inequality experienced in many communities, **support and resources** need to be targeted at an early stage and at key points to enable positive change.
- Children and young people need to be afforded the greatest opportunity to reach high and realise their potential, in spite of social and economic challenges, and gain from initiatives which bring together different generations.

Areas of Focus

1. Prioritise and co-ordinate resources to combat persisting poverty, with a focus on food poverty and insecurity.
2. Develop initiatives which increase opportunity for children and young people to realise their potential in spite of economic or social barriers.
3. Nurture programmes which bring together different generations.
4. Map and Co-ordinate local activities which improve people's mental health.



- The area needs to make better use of its **natural and cultural heritage** if it is to unlock the potential tourism advantages. This would enhance the area as a thriving place to live, work and visit. The birthplace of Adam Smith, with a rich industrial and commercial past, Kirkcaldy Area enjoys many **good environmental amenities**, such as parks and open spaces, and access to the Fife Coastal Path.
- Considerable investment will be required to promote the area's **attractions and infrastructure**, and ensure its amenities and facilities are fit for purpose, accessible and attractive, not only in prominent areas, but also in communities that are seen as “forgotten” or less of a priority. This will give the area greater appeal, providing a positive environment and helping to create a sense of **community pride**.
- **Tourism** could provide opportunities to create sustainable and local employment in sectors such as retail, hospitality leisure and cultural sectors through **development of the waterfront**, with a greater emphasis placed on leisure and entertainment activities, and stronger links with its historical past including the promotion of Adam Smith as Kirkcaldy's heritage brand globally.
- There is a need to be a focussed drive to help create the conditions needed to enable Kirkcaldy Town Centre to become the distinctive, resilient, vibrant and thriving place it can be – a place that is inclusive and has something for everyone. There is a need to broaden out the functions of the Town Centre retaining a retail element, but diversifying into more independent and specialised services with a greater **emphasis on cultural, residential and leisure** provision.
- A more **integrated transport network** that links road, bus and rail users better, and is more family friendly and fully accessible, would significantly benefit many groups within the area. A **parking policy** is needed that balances the needs of local residents, with ease of access for those using local facilities, while maintaining local **income generation** from visitors and tourism.

Areas of Focus

1. Maximise the tourism potential of the Kirkcaldy area, focusing on heritage and cultural attractions.
2. Drive interventions which will help create Kirkcaldy Town Centre as a multi-functional, inter-generational distinctive, vibrant and thriving place.
3. Re-develop Kirkcaldy waterfront into an attractive destination with a leisure and cultural focus.
4. Improve travel connections and related parking issues with a focus on the Area Place Making & Car Parking Options Review.
5. Co-ordinate investment in community facilities to better provide activities which enhance well-being and community cohesion.



Inclusive Growth and Jobs

- There is a need to focus on developing the small to medium-sized independent business sector to **generate economic growth and employment**. Growing the semi-skilled workforce will help ensure that it is better able to adapt quickly to the changing local business environment. As large retailers move out of town centres, there are more opportunities for other commercial, service, leisure and cultural developments that can help to fill this gap, redefining and revitalising the town centres as places of inclusive growth and employment.
- **Schools, colleges and training providers** in the area need to **work more closely with businesses** to ensure that the **skills and knowledge** that they provide matches with those employers need now and in the future.
- There needs to be a shift in emphasis from academic routes for school leavers, to **more vocational training, apprenticeships and placement-based experience**. These would also concentrate on basic life skills, confidence building and a more **entrepreneurial focus**, which are attributes that will be needed in the area to secure sustainable jobs and business growth.

Areas of Focus

1. Increase the capacity for small to medium-sized businesses, focussing on jobs that are sustainable.
2. Stimulate greater collaboration between schools, colleges, training providers and businesses to ensure skills and knowledge reflect the employment market.
3. Increase numbers of school leavers accessing vocational training, apprenticeships and placement-based experience.
4. Creating opportunities for enterprise and employment to be better connected, supporting people to access employability and employment and supporting enterprises to access the workforce and provide opportunities for trainees, placements, apprenticeships and career progression.



Community Led Services

- There is a lot of good work going on across the area which demonstrating that activities and initiatives are being community-led. This needs to be built upon and strengthened, by increasing the number of groups and the number of people involved in these groups. This requires **significant long-term funding and investment** in the skills and support needed if these groups are to be sustainable over the longer term, and increased **promotion and communication** on what is available in the area.
- More focused, targeted and **extensive community consultation and engagement** is essential in order to identify the issues which are most important to people.
- There is a need to make it easier for individuals and groups to get involved in community activities, for example, maximising the opportunity for the growing number of older people to share their experience, knowledge and skills in a way that benefits their community.
- Community Planning Partners need to inspire local groups and individuals to collaborate together to improve and develop services and activities in local communities.
- There is a need to reproduce good examples of sustainable **community development activities** that currently exist in local communities throughout the area. These help to improve the local environment, and residents' sense of wellbeing, identity and community pride.

Areas of Focus

1. Provide more creative and interactive opportunities for local residents to engage in local decision making processes including the use of Participatory Budgeting and the Place Standard Tool.
2. Remove barriers to participation in community consultations and engagement exercises.
3. Strengthen the capacity of community organisations to tackle local issues and develop solution focussed projects.
4. Increase the number of those taking part in voluntary activity through community groups.

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Our Vision

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Delivering the Vision for Kirkcaldy

Existing Strategic Delivery Plans	Additional local actions to deliver the Vision	Existing Strategic Delivery Plans
Children's Services Plan Develop initiatives which increase opportunity for children and young people to realise their potential in spite of economic or social barriers.	Provide more creative and interactive opportunities for local residents to engage in local decision making processes including the use of Participatory Budgeting and the Place Standard Tool.	Welfare Reform and Anti-Poverty (WRAAP) Delivery Plan Prioritise and co-ordinate resources to combat persisting poverty, with a focus on food poverty and insecurity.
Health & Social Care Plan Map and Co-ordinate local activities which improve people's mental health.	Remove barriers to participation in community consultations and engagement exercises.	Kirkcaldy Town Centre Design and Delivery Framework & Action Plan Drive interventions which will help create Kirkcaldy Town Centre as a multi-functional, inter-generational distinctive, vibrant and thriving place.
Transportation Plans Improve travel connections and related parking issues with a focus on the Area Place Making & Car Parking Options Review.	Strengthen the capacity of community organisations to tackle local issues and develop solution focussed projects.	Re-develop Kirkcaldy waterfront into an attractive destination with a leisure and cultural focus.
Mid-Fife Economic Strategy Increase the capacity for small to medium-sized businesses, focussing on jobs that are sustainable. Stimulate greater collaboration between schools, colleges, training providers and businesses to ensure skills and knowledge reflect the employment market. Creating opportunities for enterprise and employment to be better connected, supporting people to access employability and employment and supporting enterprises to access the workforce and provide opportunities for trainees, placements, apprenticeships and career progression.	Increase the number of those taking part in voluntary activity through community groups. Nurture programmes which bring together different generations. Co-ordinate investment in community facilities to better provide activities which enhance well-being and community cohesion.	Heartlands Local Tourist Association Plan Maximise the tourism potential of the Kirkcaldy area, focusing on heritage and cultural attractions.
		Opportunities Fife Action Plan Increase numbers of school leavers accessing vocational training, apprenticeships and placement-based experience.